

## ABSTRACT

An embodiment relates to a novel apparatus and method for changing modes of  
5 notification in an electronic device. An electronic device includes a calendar application and  
a variety of other applications such as the message reader application or the daily alarm  
application. The device is configured to use the calendar application to track whether and  
how the user is notified of the receipt of an electronic. In one embodiment, the user  
specifically associates a profile behavior to the calendar entry when the calendar entry is first  
10 created.